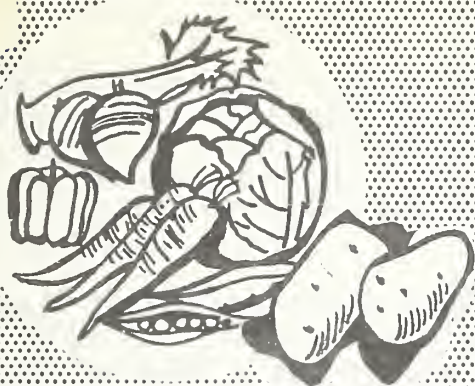


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WINTER VEGETABLES AND POTATOES

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ACREAGE- MARKETING GUIDES

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August 1967 • AMG 57

FOREWORD

Prices guide production of nearly all commodities. But industries differ in their responses to price changes. Non-agricultural products tend to have fairly rigid prices from month to month. Manufacturers respond to demand changes by quickly adjusting output. In contrast, wide price fluctuations are common for many farm products. These variations have been particularly aggravating to vegetable growers.

Vegetable growers become largely committed to a particular level of output at planting time -- several months before their crops are ready for market. Growers can't increase output quickly to take advantage of a strong market. On the other hand, they are often equally powerless to cut back their crops when production is too large.

Most vegetables are highly perishable. They can't be held from market for long to await better sales conditions. So, supplies are sometimes short of market requirements, and prices are high. But more frequently, supplies exceed market needs. Then commodities sell at distress prices.

The nature of vegetable products makes far-sighted production planning at least as necessary as it is for many industrial goods. But there are so many vegetable producers that coordinated industry planning is extremely difficult.

Helping farmers with this needed planning is the objective of the Acreage-Marketing Guides program. Through this program, USDA's Consumer and Marketing Service tries to help growers balance the supply of each vegetable with requirements for it.

Some production influences -- such as weather extremes -- cannot be controlled. But growers have full control over plantings. They can help to balance market conditions by planting optimum acreages -- acreages likely to result in enough production for consumer needs, but not enough to depress prices.

Consumer and Marketing Service commodity specialists continually study the markets for vegetables. They recommend acreage levels which are likely to result in crops which equal market needs. In turn, their recommendations are reviewed by various other USDA agency representatives who are well-versed in the vegetable field.

The final recommendations for 1968 winter vegetables and potatoes are presented in this publication. In the past, when growers have kept acreage within recommended levels, few marketing difficulties have developed.

CONTENTS

	<u>Page</u>
1967 Review and Recommendations for 1968:	
Winter Vegetables.....	4
Winter Potatoes.....	5
Demand for Vegetables in the Winter of 1968.....	6
Winter Vegetables Foreign Trade:	
Exports.....	8
Imports.....	9
Processed Vegetables:	
Canned.....	11
Frozen.....	11
Acreage-Marketing Guides:	
Summaries.....	13
Commodity Recommendations:	

	<u>Page</u>		<u>Page</u>
Snap Beans.....	15	Sweet Corn.....	26
Beets.....	34	Escarole.....	28
Broccoli.....	16	Lettuce.....	30
Cabbage.....	18	Peppers.....	35
Carrots.....	20	Spinach.....	36
Cauliflower.....	22	Tomatoes.....	32
Celery.....	24	Potatoes.....	37

1968 ACREAGE-MARKETING GUIDES WINTER VEGETABLES AND POTATOES

The basic objective of the acreage-marketing guides program is to assist growers in their acreage planning so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has an influence on the ultimate market situation for every given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreage in accord with the individual commodity guide. For example, when it is recommended that the 1968 acreage of snap beans be increased by 5 percent from the acreage planted in 1967, each grower of winter-season snap beans should increase his plantings by 5 percent.

I. 1967 Review and 1968 Recommendations

Winter Vegetables

The aggregate planted acreage of 13 fresh vegetables for 1966-67 winter marketing was 5 percent larger than a year earlier. Substantial increases were recorded for broccoli, cabbage, celery, sweet corn and lettuce. However, winter tomato plantings were reduced moderately, and spinach acreage was down substantially.

Unlike a year earlier, few weather extremes occurred in 1966-67. Although heavy fall rains resulted in some replanting of lettuce in California, an open winter in both Arizona and California helped boost production of winter vegetables. Also, losses in Texas and Florida producing areas were light. Low temperatures in south Texas between mid-December and mid-January slowed crop development. While below normal rainfall was an additional problem in Florida, the late February freeze caused nominal damage to winter crops. Early spring crops in central and north Florida, however, were damaged severely.

Total production of 13 winter vegetables in 1967 was 37.3 million hundred-weight. This compared with 35.3 million in 1966. Accounting for most of the gain in production were celery, sweet corn, and lettuce. Increases also were recorded for snap beans, green peppers, and carrots. Tomato, spinach, and escarole crops were down moderately.

For the season, prices averaged sharply below the extremely high level a year earlier (see Fig.1). Prices for cauliflower, escarole, and spinach were quite high. But prices for most other major items were down from year-earlier levels. Lettuce and celery prices were extremely low. Total value of 13 winter vegetable crops was \$168 million vs. \$213 million in 1966. The big decrease in returns for lettuce was responsible for most of the decline in aggregate value. But returns for carrots and celery also were off sharply.

In addition to the surplus production of some commodities which burdened markets during part of the season, several blizzards in principal northern terminals interfered with the movement of produce into and through markets. For example, a severe blizzard hit Chicago in late January, and fresh vegetable sales in the area were depressed temporarily.

In total, the acreage recommended for 13 fresh vegetables for the 1968 winter season is two percent less than the acreage planted to these crops for the 1967 season. Moderate acreage increases in 1968 are suggested for snap beans, sweet corn, escarole, and tomatoes. Decreases are recommended for beets, carrots, celery, lettuce, and green peppers. Acreages equal to 1967 are advised for broccoli, cabbage, cauliflower, and spinach.

The acreage guide recommendations assume that reasonably favorable weather patterns allow growers to follow usual planting and harvesting schedules and that average yields will be obtained. On this basis, the total probable production from the guide acreages is three percent less than in 1967, but four percent larger than the 1961-65 average. Among individual items, production increases are substantial for some items, but production decreases ranging from slight to substantial would be the result for most commodities.

Winter Potatoes

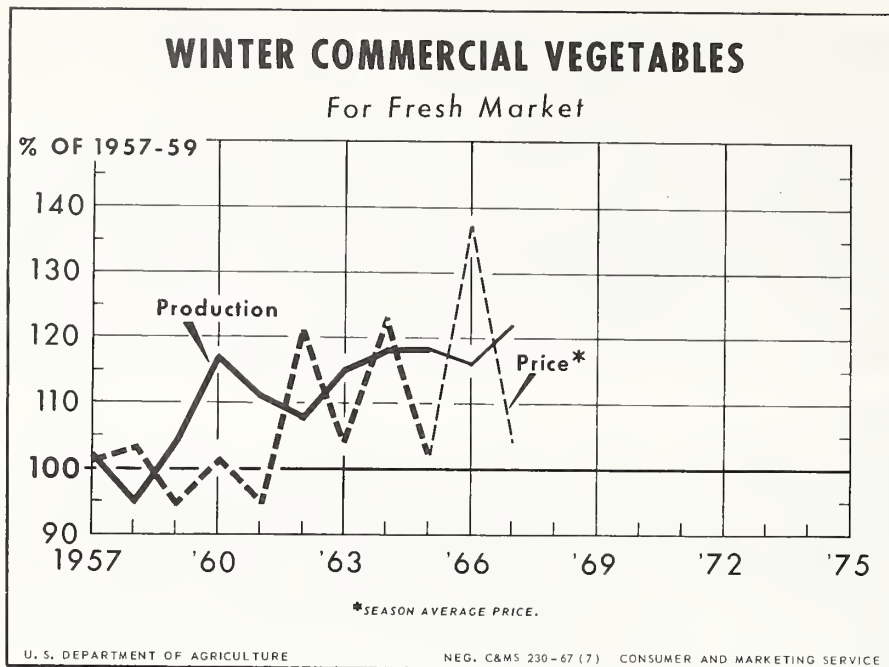
The total production of 1967 winter potatoes was down moderately from 1966. Output in California was much less than the large volume a year earlier because of a sharp reduction in acreage and a low yield. Florida plantings, however, which have been increased in each of the four past years, were moderately larger than in 1966. Although low temperatures affected vine development on early fields, Florida yield was high and the crop was a third larger than in 1966.

Following the usual pattern, California shipments moved in moderate volume to local markets from November through April. Florida shipments were light from December into February, and reached a peak in March.

Prices for 1967 winter sales were well above year-earlier levels when the market was weak. Smaller storage supplies combined with high storage losses in the West compared with a year earlier contributed to a stronger market for California supplies. Though less directly, the market for Florida shipments also benefited from the generally favorable early winter market. Concurrent with light movement from Florida in January and February, prices were quite high. The February freeze which reduced Florida's early spring crop potential also helped to firm new crop prices.

The total fall crop acreage for harvest in 1967 is the highest for comparable crops starting in 1949. The fall crop for storage in 1967-68 is likely to be large and so restrict market potential for 1968 fresh winter potatoes. For 1968, the guides recommend a 5 percent reduction in 1968 winter plantings.

Figure 1



II. DEMAND FOR VEGETABLES IN THE WINTER OF 1968

Economic growth slowed during the first half of 1967 but is expected to improve during the last half of the year. Government spending for goods and services is expected to continue rising; consumer demand is expected to move ahead; and inventory stocks are expected to grow more normally after the drastic adjustment that took place during the first half of the year. Investment spending is expected to increase slightly from last year after a long period of substantial rises.

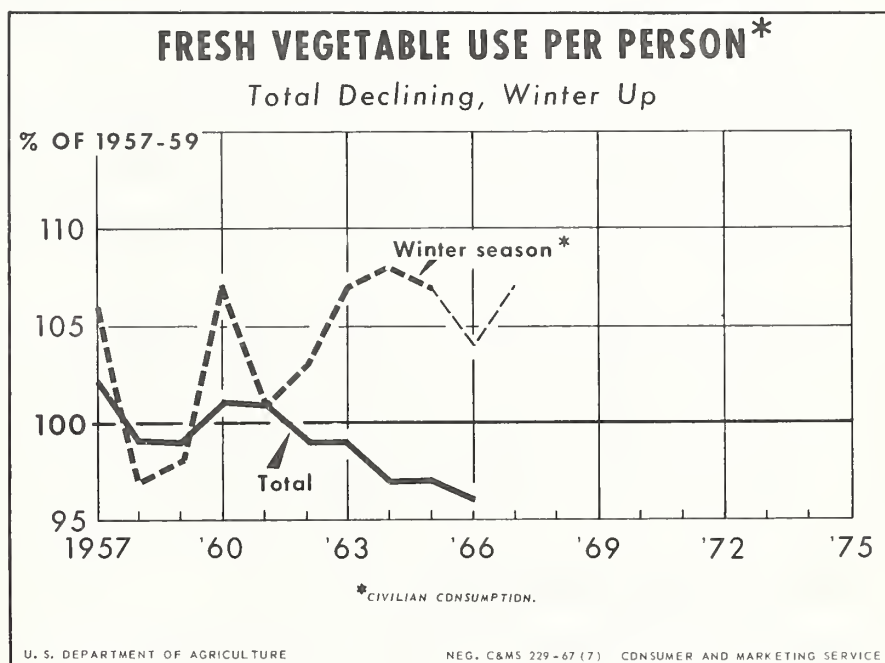
Disposable personal income has been influenced only slightly by the first half slowdown in economic activity and further growth is in prospect during the rest of the year. Spending for food will likely rise further. Retail food prices may not rise as much as last year. Per capita food consumption in total is expected to increase about in line with the 1 percent rise of last year due mainly to poultry and citrus.

Market demand for vegetables will continue strong but is not expected to change much. Early reports indicate a substantial increase in processed vegetable supplies for the 1967-68 season. If these prospects materialize, it would mean much more competition for the consumer's "vegetable" dollar than in the winter of 1967. As usual, price levels of individual commodities will be highly dependent on supplies of each commodity and the timeliness of harvests.

Planted Acreage Recommendations for 1968 Winter Vegetables

Commodity	Percentage change from 1967 acreage
Snap Beans	Plus 5
Beets.	Minus 5
Broccoli	No Change
Cabbage.	No Change
Carrots.	Minus 5
Cauliflower.	No Change
Celery	Minus 5
Sweet Corn	Plus 5
Escarole	Plus 5
Lettuce.	Minus 5
Green Peppers.	Minus 5
Spinach.	No Change
Tomatoes	Plus 5
Potatoes	Florida: Minus 5; California: Minus 5

Figure 2



Though fluctuating widely from year to year due to weather extremes, per capita use of fresh winter vegetables has shown some increase over the past decade (see Figure 2). In contrast, total fresh vegetable use has shown a definite decline, largely because of the impact of competitive canned and frozen vegetables.

III. Winter Vegetables Foreign Trade

Exports

The total export volume of seven fresh vegetables was down 5 percent during the 6-month period, November 1966 to April 1967, compared with the like months a year earlier (see Fig. 3). The volume of carrots shipped to Canada, the leading market, showed the largest decline. Shipments of tomatoes and peppers also were down. In Canadian markets these two latter commodities have been encountering severe competition from Mexican supplies. Exports of tomatoes and peppers may show further declines in the years ahead. The export volume of lettuce, celery, and cabbage, however, should be maintained.

The outlook is favorable for increased exports of celery and lettuce to several Western European countries, principally the United Kingdom and Sweden. Air-freighted shipments of asparagus and parsley, while small in tonnage, showed sizable increases over a year ago. The volume of asparagus shipped tripled in a year, and parsley shipments quadrupled.

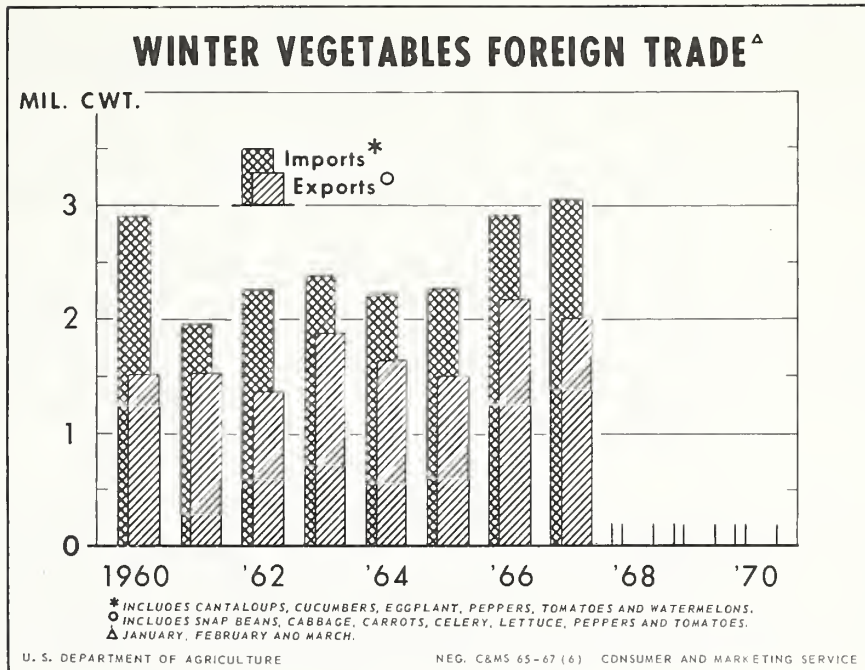
Winter Vegetables: Exports from the United States by Months, 1966-67

Commodity	1966		1967				:Total 6 months	
	: Nov.	: Dec.	: Jan.	: Feb.	: Mar.	: Apr.	:1966-67	:1965-66
<u>1,000 hundredweight</u>								
Lettuce	200.9	205.8	207.5	265.5	251.6	254.0	1,385.3	1,423.2
Celery	91.8	140.2	142.4	166.1	210.9	177.3	928.7	913.7
Carrots	18.6	29.9	19.0	64.6	80.8	146.6	359.5	580.9
Cabbage	11.0	73.4	80.8	134.7	158.0	126.6	584.4	516.1
Peppers	14.1	10.8	21.0	12.6	15.5	10.8	84.8	91.7
Tomatoes	82.5	82.8	62.1	48.8	31.2	48.6	356.0	370.1
Beans, Green	7.7	13.4	22.4	11.3	12.3	16.2	83.2	73.2

Note: Total computed from unrounded data.

Source: U.S. Department of Commerce, Bureau of the Census.

Figure 3



Imports

The total imports of principal fresh vegetables and melons during the 6-month period, November 1966 through April 1967, continued the upward trend of recent years. As in the past, Mexico accounted for the bulk of the imports as well as most of the year-to-year increase. Approximately 85 percent of the total volume imported during the period originated in Mexico. In 1966-67, the volume of all principal vegetables imported except cantaloups showed an increase compared with the previous year.

Once again, tomatoes from Mexico were the largest individual item, accounting for almost 60 percent of the total vegetable imports. Sharp gains in cucumber and green pepper imports from Mexico have been recorded in recent years. Last season, the volume of cucumber imports was up about one-third from the 1965-66 season, and shipments of Mexican green peppers were up 14 percent. Imports of cantaloups, however, were slightly below last season because adverse weather in Mexico held down production.

Canada is second in importance as a source of winter vegetable imports. Last winter's imports of carrots from Canada doubled compared to 1965-66.

The winter-early spring import volume is likely to continue the upward trend of recent years. Domestic production and marketing costs for the several vegetables and melons normally imported are expected to be at least as high relative to costs of growing these crops in Mexico.

Winter Vegetables: Imports into the United States by months, 1966-67

Commodity and country of origin	1966		1967				:Total 6 months	
	: Nov.	: Dec.	: Jan.	: Feb.	: Mar.	: Apr.	:1966-67:	1965-66
1,000 hundredweight								
<u>Peppers</u>								
Mexico	3.2	24.7	63.3	70.0	50.8	39.7	251.8	220.8
Dom. Rep.	.3	.5	.7	1.7	2.7	2.5	8.4	11.8
Bahamas	----	----	----	.3	.9	----	1.2	1.5
Other	----	----	----	----	----	----	.1	.1
Total	3.5	25.2	63.9	72.0	54.4	42.3	261.4	234.2
<u>Eggplant</u>								
Mexico	.2	7.7	12.9	26.0	9.7	4.8	61.3	49.2
Bahamas	----	----	----	4.9	3.8	----	8.6	16.1
Other	----	----	----	.4	----	----	.4	.1
Total	.2	7.7	12.9	31.3	13.5	4.8	70.3	65.4
<u>Tomatoes</u>								
Mexico	106.4	237.9	519.6	721.0	667.4	690.1	2,942.5	2,777.3
Canada	3.6	1.3	.4	----	----	----	5.2	8.0
Bahamas	----	----	1.3	.3	----	----	1.6	.5
Dom. Rep.	----	.1	1.1	.8	2.7	2.9	7.6	3.1
Other	----	.1	----	.1	.9	.5	1.6	2.3
Total	110.0	239.3	522.3	722.2	671.1	693.6	2,958.6	2,791.1
<u>Cucumbers</u>								
Mexico	10.2	48.9	128.8	164.4	151.5	98.7	602.5	457.7
Bahamas	----	7.9	42.9	70.3	34.5	2.7	158.3	224.9
Canada	----	.3	----	----	8.0	10.1	18.5	17.3
Other	----	----	23.9	31.5	12.9	23.6	91.8	.1
Total	10.2	57.2	195.6	266.3	206.8	135.0	871.1	700.1
<u>Cantaloups</u>								
Mexico	.1	----	----	2.6	90.1	384.0	476.9	491.5
El Salvador	----	----	.4	.6	----	----	1.0	2.6
Dom. Rep.	----	----	----	----	16.6	37.9	54.5	3.4
Other	----	----	.1	----	----	.7	.9	6.9
Total	.1	----	.5	3.2	106.7	422.6	533.2	504.4
<u>Watermelons</u>								
Mexico	----	1.3	15.2	12.6	68.2	171.4	268.8	261.0
Other	----	----	2.7	10.7	11.0	12.9	37.3	2.1
Total	----	1.3	17.9	23.3	79.3	184.3	306.1	263.1
<u>Carrots</u>								
Canada	93.3	85.9	97.1	53.4	9.7	1.1	340.5	170.3
Mexico	.1	----	----	----	----	3.7	3.9	20.6
Total	93.4	85.9	97.1	53.4	9.7	4.8	344.4	190.9

Note: May include small amounts from other areas; total computed from unrounded data.

Source: Bureau of the Census, U.S. Department of Commerce.

IV. Processed Vegetables

Canned

The total supply of principal canned vegetables was at a moderate level during the winter of 1966-67 (see Figure 4). On January 1, inventories of several major items were down substantially from a year earlier and at the lowest level since 1961. Stocks of lima beans and sweet corn were larger than the light holdings of those commodities in 1966, but offsetting were smaller holdings of snap beans, green peas, tomatoes and tomato juice.

Markets for canned vegetables were strong during the 1966-67 marketing season. Despite an overall record price for canned vegetables, the aggregate rate of disappearance was high. In total, canners' shipments reached a new record. As a result, the total carryover of principal canned vegetables into the 1967 packing season was light, about one-tenth less than the 1966 carryover.

The 1967 packs of individual canned vegetables are expected to range from moderately to substantially larger than the respective year-earlier levels. Estimates of acreages planted to lima beans, snap beans, sweet corn, peas and tomatoes, for example, indicate that production and resulting packs of these commodities will likely be larger than in 1966. And the total supply of principal canned vegetables in 1967-68 is likely to be at least moderately above average.

Frozen

The total supply of principal frozen vegetables (lima beans, snap beans, sweet corn, green peas, and spinach) available during the 1967 winter season was 8 percent above a year earlier (see Figure 4). Holdings of green peas on January 1, 1967 were down 13 percent from the heavy level of the previous year. However, sweet corn holdings were a record and well above 1966. And the stocks of frozen lima beans, snap beans, and spinach were larger than during the 1966 winter season.

Markets for frozen vegetables continued strong in 1966-67. For most commodities, prices had reached high levels by early 1967 and remained stable thereafter. Light holdings of some important competitive canned items, particularly sweet corn, contributed to an improved demand for several frozen commodities. While disappearance was record high, carryover supplies of major frozen vegetables in mid-1967 were above those a year earlier.

Preliminary crop data indicate that 1967 packs of all major frozen vegetables except sweet corn will be larger than in 1966. While the frozen sweet corn pack probably will be down materially compared with 1966, moderate to substantial increases are in prospect for packs of Fordhook lima beans, snap beans, green peas and spinach.

In mid-1967, holdings of frozen french fried potatoes totaled 403.4 million pounds, 13 percent larger than a year earlier. Sales of frozen potatoes have continued to trend upward and are expected to be at a high rate during 1967-68.

SUPPLY AND MOVEMENT OF SELECTED CANNED AND FROZEN
VEGETABLES, WINTER SEASON, 1965-66-67

Commodity	Total Supply January 1			Disappearance Jan. 1-Mar. 31		
	1967	1966	1965	1967	1966	1965

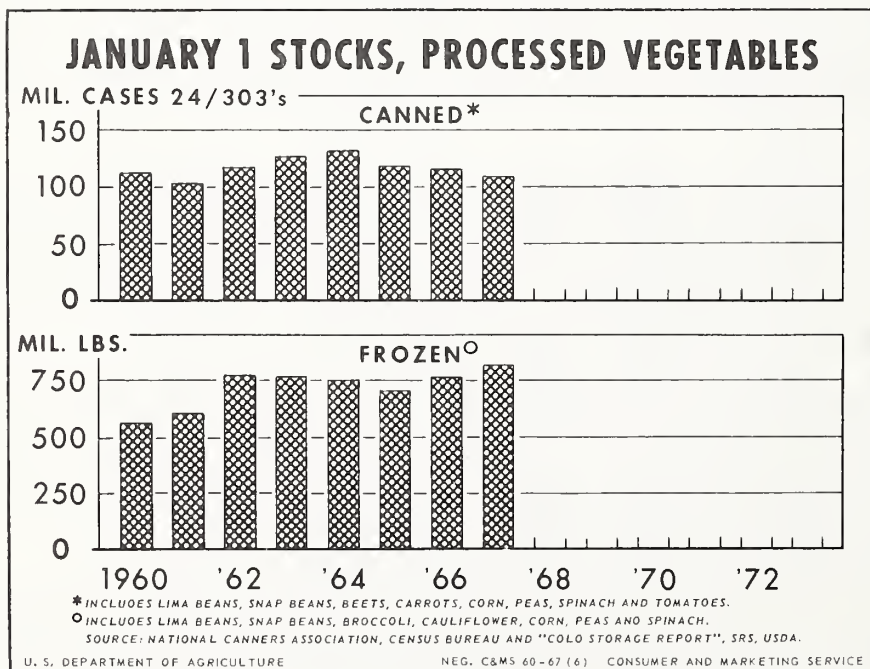
Canned Vegetables 1/			Million cases basis 24/303's			
Lima Beans 2/	2.5	1.8	2.0	.9	.8	.9
Snap Beans	25.6	29.3	24.8	11.1	11.3	10.6
Beets 3/	7.6	7.7	9.3	2.8	3.4	3.0
Carrots 3/	3.3	3.2	3.6	1.9	1.6	1.3
Corn, Sweet	27.1	25.2	30.7	12.2	10.6	12.4
Peas, Green	19.9	22.6	19.7	8.1	8.6	8.9
Spinach 3/	3.1	3.1	4.5	4/ 1.3	4/ 1.3	4/ 1.5
Tomatoes	21.3	24.3	24.5	8.4	9.3	8.6

Frozen Vegetables			Million pounds			
Lima Beans	110.3	102.1	94.6	39.3	38.2	31.3
Snap Beans	137.6	132.0	133.5	54.6	56.7	51.4
Corn, Sweet	220.8	151.2	134.9	92.8	57.8	53.1
Peas, Green	221.2	254.1	200.6	92.8	101.6	77.4
Spinach	53.1	50.5	54.8	4/ 18.4	4/ 20.1	4/ 16.6

1/ Includes canners' and distributors' stocks. 2/ Estimated by interpolation.
3/ Disappearance estimated from reports of canners' shipments. 4/ Jan. 1 to Mar. 1.

Source: National Canners Association; Bureau of the Census, U.S. Department of Commerce; Statistical Reporting Service, USDA.

Figure 4



Winter Vegetables: 1968 Planted Acreage Guides with Comparisons

Commodity	Planted acreage				Percent acreage guide is of:		
	1968	1967		1961-65	1967		1961-65
	: guide	: Prel.	: 1966	: average	: Prel.	: 1966	: average
	1,000 acres				percent		
Beans, Snap	17.4	16.6	16.8	19.2	105	104	91
Beets	1.8	1.9	1.8	1.9	95	100	95
Broccoli	3.6	3.6	2.9	3.9	100	124	92
Cabbage	43.1	43.1	40.0	45.7	100	108	94
Carrots	37.1	39.1	37.9	40.9	95	98	91
Cauliflower	2.2	2.2	2.1	2.6	100	105	85
Celery	11.6	12.2	11.2	9.9	95	104	117
Corn, Sweet	13.6	13.0	10.0	9.4	105	136	145
Escarole	7.9	7.5	8.6	7.3	105	92	108
Lettuce	74.3	78.2	72.6	70.8	95	102	105
Peppers, Green	6.9	7.3	7.3	6.0	95	95	115
Spinach	8.6	8.6	9.6	9.9	100	90	87
Tomatoes	16.6	15.8	16.6	18.1	105	100	92
Total	244.7	249.1	237.4	245.6	98	103	100

Winter Vegetables: 1968 Probable Production with Comparisons

Commodity	:	Production <u>2/</u>				Probable production		
	:					from acreage guides		
	:					as percent of:		
	:	1968 <u>1/</u>	1967	:	1961-65	1967	:	1961-65
	:	Guide	Prel.	:	1966	average	:	1966
		<u>1,000 hundredweight</u>				<u>percent</u>		
Beans, Snap		595	612		456	621		97 130 96
Beets		162	144		153	169		112 106 96
Broccoli		119	96		114	122		124 104 98
Cabbage		6,910	6,894		6,748	6,532		100 102 106
Carrots		5,225	5,316		5,274	5,728		98 99 91
Cauliflower		125	88		123	148		142 102 84
Celery		5,221	5,676		4,958	4,646		92 105 112
Corn, Sweet		653	777		375	461		84 174 142
Escarole		749	770		810	718		97 92 104
Lettuce		12,396	13,052		12,372	11,350		95 100 109
Peppers, Green		728	735		595	663		99 122 110
Spinach		387	356		379	446		109 102 87
Tomatoes		2,913	2,830		2,934	3,232		103 99 90
Total		36,183	37,346		35,291	34,836		97 103 104

1/ Computed: Planted acreage guide for 1968 winter vegetables, less normal abandonment times average yield.

2/ Includes some quantities not marketed (see individual tables for particulars)

1968 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Snap Beans

(Florida)

Year	: Acreage :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1968 Acreage Guide and
probable production

(planted acreage 5 percent
more than in 1967) 17,400

1/ 36 595

Background statistics

1967 Prel.	16,600	16,100	38	612	11.50	7,038
1966	16,800	16,300	28	456	14.00	6,384
1961-65 Average	19,240	18,080	34	2/ 621	10.96	6,406

1/ 1964-67 (less 1966) average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 35 in 1962, 45 in 1963, 42 in 1964 and 41 in 1965.

Comments

Snap bean plantings for the 1967 winter season were slightly smaller than a year earlier.

Favorable growing weather prevailed most of the season in both the Pompano and Dade County areas. This resulted in a high average yield, although the acreage of higher yielding pole beans in Dade County has been a major influence in recent years. Total production was high, being well above 1966 when severe freezes kept yields below normal.

Shipments were active by early January, with volume reaching a peak in early February. Moderate supplies continued available through late winter. Although much below the high level in 1966, 1967 prices exceeded the 1961-65 average.

The potential fresh market need for snap beans in 1968 is expected to be about the same as in 1967. But with normal yields, a larger acreage will be required to provide an adequate supply.

1968 Guide

The 1968 guide is a planted acreage 5 percent more than in 1967. Such an acreage, with normal abandonment of 5 percent and a 1964-67 (excluding 1966) average yield, will result in a production 3 percent less than in 1967.

1968 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Broccoli

(Texas and Arizona)

Year	: Acreage :		Yield :	:	:	:
	:Planted:	For harvest :				
	(acres)		(cwt.)	(1,000 cwt.)	(\$per cwt.)	(\$1,000 Value)
<u>1968 Acreage Guide and probable production</u>						
(planted acreage equal to 1967)	3,560		<u>1/</u> 37	119		
<u>Background statistics</u>						
1967 Prel.	3,560	3,560	27	96	12.81	1,230
1966	2,880	2,780	41	114	13.69	1,561
1961-65 Average	3,920	3,160	38	122	10.15	1,228
<u>1/ 1961-65 average yield by States.</u>						

Comments

Total acreage of winter broccoli was up substantially from a year earlier. Both Texas and Arizona contributed to the increase as compared with 1966 when a sharp reduction occurred in Texas plantings.

Weather was unfavorable for producing the 1967 crop in Texas. Low temperatures during December and early January slowed maturity. And, following this, mild weather promoted rapid growth with bunching of supplies.

Average yield in both States was down compared to the relatively high levels of recent years. This offset the increase in plantings, and production was less than in 1966.

In Texas supplies peaked in late February, at a time when volume from California was light (see Figure 5). This contributed to a high price for Texas marketings. Arizona marketings which were distributed through January and February met heavier competition in markets.

Fresh market opportunities will continue to be affected by the flow of supplies from California fall and spring harvests. However, there should be adequate outlets for the production from an acreage equal to 1967.

1968 Guides

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment in Texas and 1961-65 average yields by States, will result in a production 24 per cent more than in 1967.

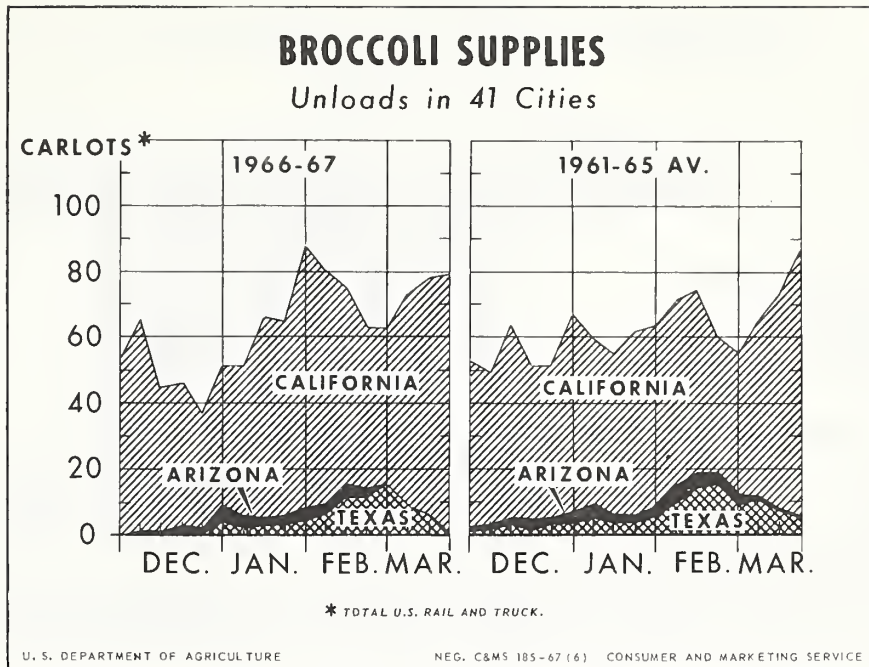


Figure 5

Peak movement of Texas 1967 winter crop broccoli occurred the last half of February, somewhat later than average. In Arizona, few supplies were shipped after February.

Fresh broccoli is shipped from California every month of the year. And supplies from the State's fall and early spring crops exceed the volume available in winter producing areas.

Per capita use of fresh broccoli has declined. But the gain in per capita use of frozen broccoli has been offsetting. Per capita use of fresh and frozen broccoli combined is approximately 1.2 pounds. Consumption of frozen broccoli will likely continue to gain at the expense of the fresh product.

1968 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Cabbage

(Arizona, Florida, California and Texas)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and probable production

(planted acreage equal to 1967)	43,100	1/ 167	6,910
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Background statistics

1967 Prel.	43,100	41,800	165	6,894	3.40	23,456
1966	40,000	38,800	174	2/ 6,748	3.69	24,393
1961-65 Average	45,680	42,700	154	2/ 6,532	3.13	19,824

1/ 1965-67 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 460 in 1961, 397 in 1964, 92 in 1965, and 133 in 1966.

Comments

All States contributed to the 8-percent increase in total winter plantings in 1967.

Arizona and California had favorable growing weather. But the crops in Florida and Texas, the major winter sources, were subjected to several frosts and yields were lowered.

Total winter production in 1967 was slightly larger than a year earlier when some of the crop was not marketed. A sharp increase in output in the West more than offset smaller crops in Florida and Texas.

Prices were firm during most of the 1967 winter season (see Fig. 6 & 7). This was due partly to less pressure from storage-stock marketings which were down sharply compared with year-earlier levels. Also, winter producing areas had less bunching in shipments compared with 1965-66.

Competition from storage supplies may be more intense in 1968. An acreage equal to that planted in 1967 should provide an adequate market volume.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and a 1965-67 average yield, will result in a production slightly above 1967.

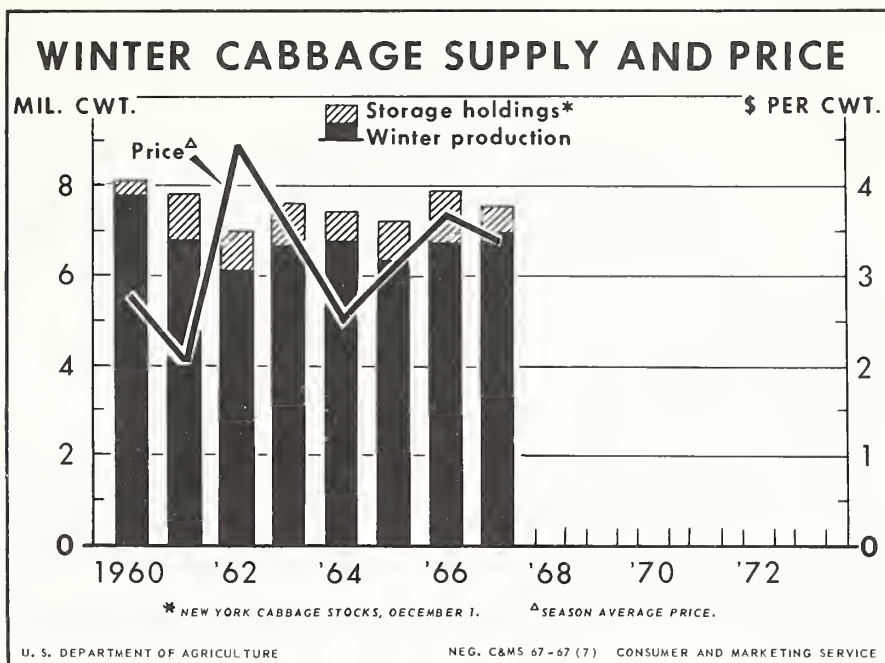


Figure 6

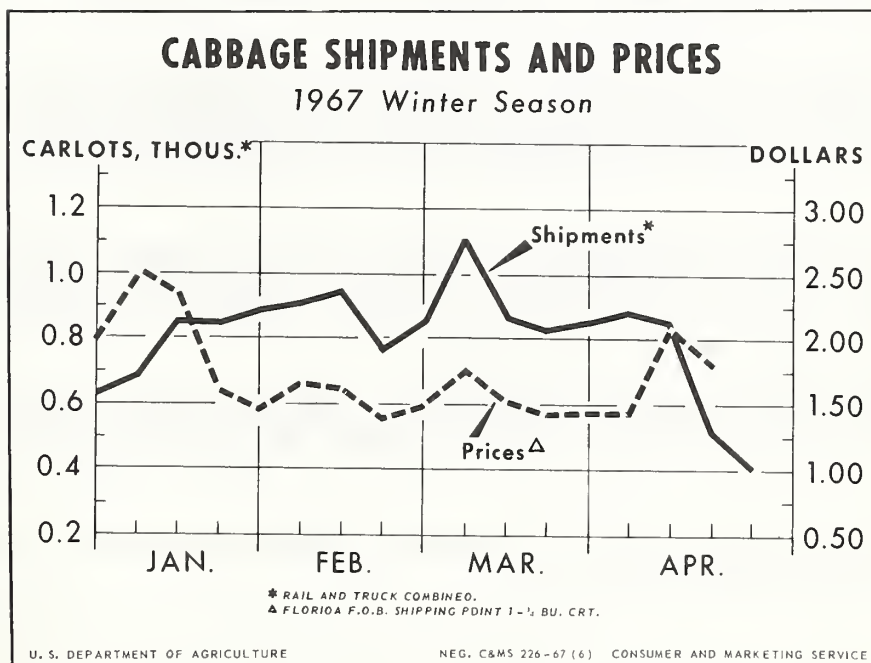


Figure 7

1968 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Carrots

(Texas and California)

Year	Acreage		Yield	:	:	:
	Planted:	For harvest:	per acre	Production:	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
probable production

(planted acreage 5 percent

less than in 1967) 37,100

1/ 148

5,225

Background statistics

1967 Prel.	39,100	38,100	140	5,316	3.77	20,061
1966	37,900	35,700	148	5,274	4.90	25,867
1961-65 Average	40,880	39,740	145	2/ 5,728	4.08	22,711

1/ 1965-67 average yields by States.

2/ Includes 110,000 hundredweight not marketed in 1963 and excluded in computing value.

Comments

Texas growers responded to high 1966 carrot prices with increased plantings for the 1967 winter season. Acreage in California, however, was a little less.

The 1967 production in Texas was substantially more (see Figure 8 compared with 1966 when rains reduced the crop and prices advanced. Less acreage combined with a low yield resulted in a smaller production in California.

Harvest in the Winter Garden and the Lower Valley areas of Texas was slow in getting underway. This was reflected in the moderate price level through January. But during February and March, when the bulk of the Texas crop was sold, prices were relatively low.

Although the 1967 volume from California was much below a year earlier, prices failed to match the record level in 1966, and crop value was materially less.

With normal yields, a smaller acreage in 1968 would provide an adequate supply for the available outlets.

1968 Guide

The 1968 guide is a planted acreage 5 percent less than in 1967. Such an acreage, with normal abandonment and 1965-67 average yields by States, will result in a production 2 percent less than in 1967.

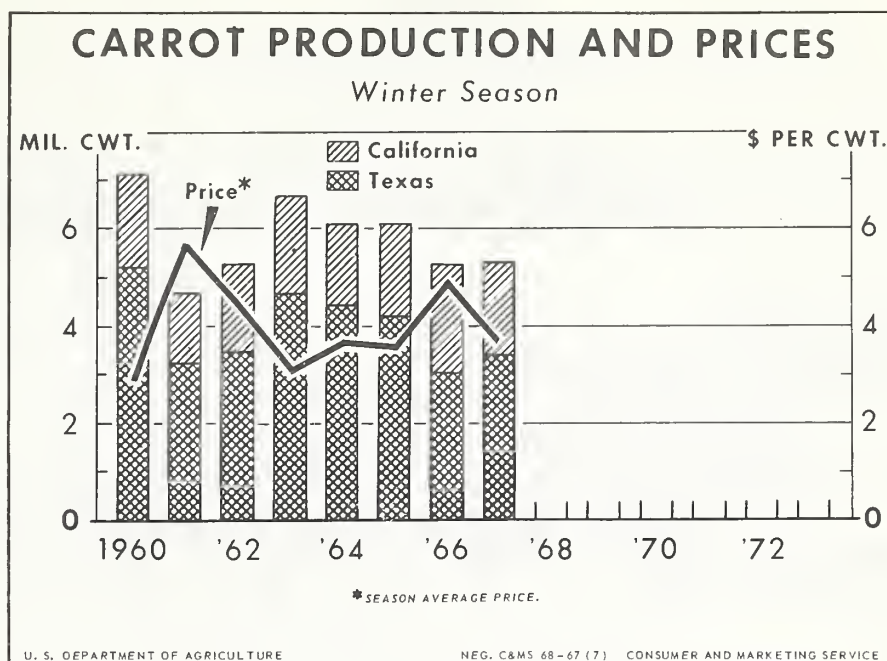


Figure 8

Heavy fall rains in the Rio Grande Valley of Texas caused some loss of 1967 winter carrot acreage. However, most of the acreage was replanted. Later on this resulted in bunching in Texas winter carrot shipments. Moderate carrot supplies moved from California producing areas during the winter. In addition, shipments of early spring crop carrots from Arizona were active by late February.

Carrot prices showed a gradual downtrend during the winter of 1966-67. Returns were much below a year earlier when heavy rains brought a smaller crop potential in Texas.

In 1968, markets can utilize a crop almost as large as was produced in 1967. However, with average yields, such quantity can be grown on a smaller acreage.

1968 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Cauliflower

(Texas and Arizona)

Year	: Acreage :		Yield :		: Price :		: Value :	
	:Planted:	For harvest:	per acre	:Production:	(\$ per	(\$1,000	(\$1,000	Value
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)			
1968 Acreage Guide and probable production (planted acreage equal to 1967)	2,200		1/ 63	139				
<u>Background statistics</u>								
1967 Prel.	2,200	2,000	44	88	15.02			1,322
1966	2,100	2,100	59	123	13.64			1,678
1961-65 Average	2,610	2,370	63	148	10.85			1,590
1/ 1961-65 average yield.								

Comments

Winter cauliflower plantings for 1967 were moderately larger than a year earlier. The acreage in Texas was up substantially from the low level in 1966. In contrast, Arizona acreage was down from the previous season.

Cold weather adversely affected the 1967 crop, and total production was record small. A mid-December freeze in Texas made harvesting impractical on some acreage. In Arizona, intermittent low temperatures slowed growth.

Movement of 1967 winter-crop supplies to fresh market outlets was extremely light. Shipments from the Texas Lower Valley failed to increase much in January as they usually do (see Figure 9).

The market for cauliflower was strong during the season. Although volume from the winter States was light, marketings from the fall crop in California, the major source, also were restricted by adverse weather.

Assuming favorable weather, sufficient supplies for 1968 markets could be produced on an acreage equal to 1967.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with no abandonment and a 1961-65 average yield, will result in a production 58 percent more than in 1967 but 6 percent less than the 1961-65 average.

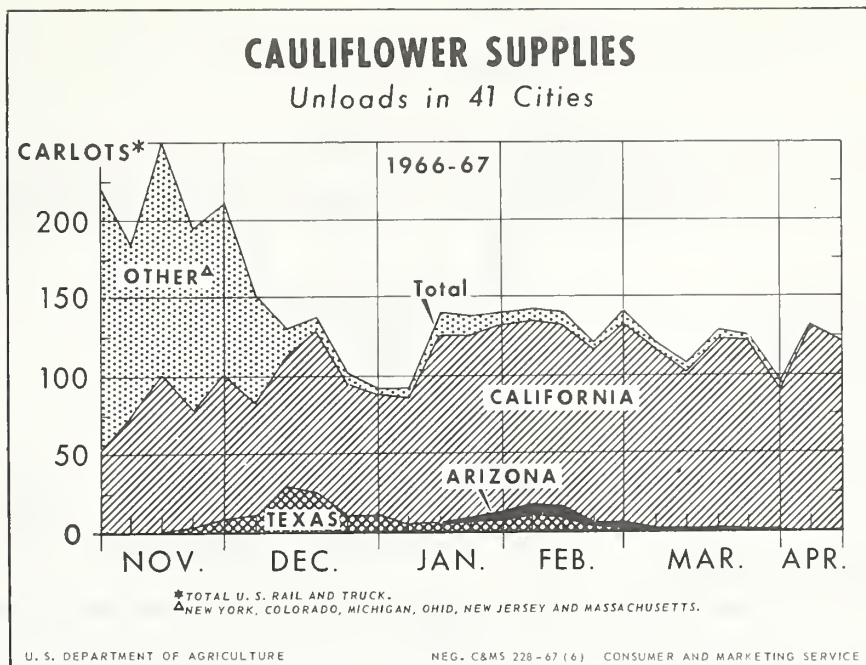


Figure 9

Cold weather limited winter output of cauliflower in Arizona and Texas. And the small winter volume sold at a high price. With little competition from winter-producing areas, California fall and early spring cauliflower shipments exceeded year-earlier levels.

Market requirements for cauliflower have shown little change for several years. Per capita use of fresh cauliflower is one pound, and for the frozen product two-tenths of a pound. The market unloads for cauliflower are usually high just prior to Thanksgiving and Christmas when the "trade" orders supplies for holiday needs.

With average yield in 1968, an equal acreage would provide an adequate crop of cauliflower.

1968 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Celery

(Arizona, California and Florida)

Year	: Acreage :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1968 Acreage Guide and
probable production

(planted acreage 5 percent
less than in 1967) 11,600

1/ 455 5,221

Background statistics

1967 Prel.	12,200	12,100	469	<u>2/</u> 5,676	3.70	18,644
1966	11,200	11,100	447	4,958	4.84	23,980
1961-65 Average	9,930	9,850	472	<u>2/</u> 4,646	4.22	19,254

1/ 1964-67 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 33 in 1961, 134 in 1963, 22 in 1964, 28 in 1965, and 637 in 1967.

Comments

Growers in both California and Florida contributed to the step-up in winter celery acreage in 1967. Yields in both States were improved compared with a year earlier. And total production, at an 8-year high, was 14 percent above 1966 (see Figure 10).

In Florida, good growing weather kept celery shipment potential well above market needs, and one-eighth of the 1967 crop was not marketed. At Florida shipping points, prices failed to rise much above \$2.00 per crate.

During the early winter, California prices held above those in Florida. But by late February, California prices had declined to near distress levels, and were slightly below those in Florida. Supplies of 1966-67 winter lettuce also were excessive, which may have helped to accentuate celery market imbalances.

Market requirements for celery will likely continue to increase slowly, about in line with population growth. Sharp changes in annual celery production are in conflict with the slow growth trend in celery outlets.

1968 Guide

The 1968 guide is a planted acreage 5 percent less than in 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 8 percent less than in 1967.

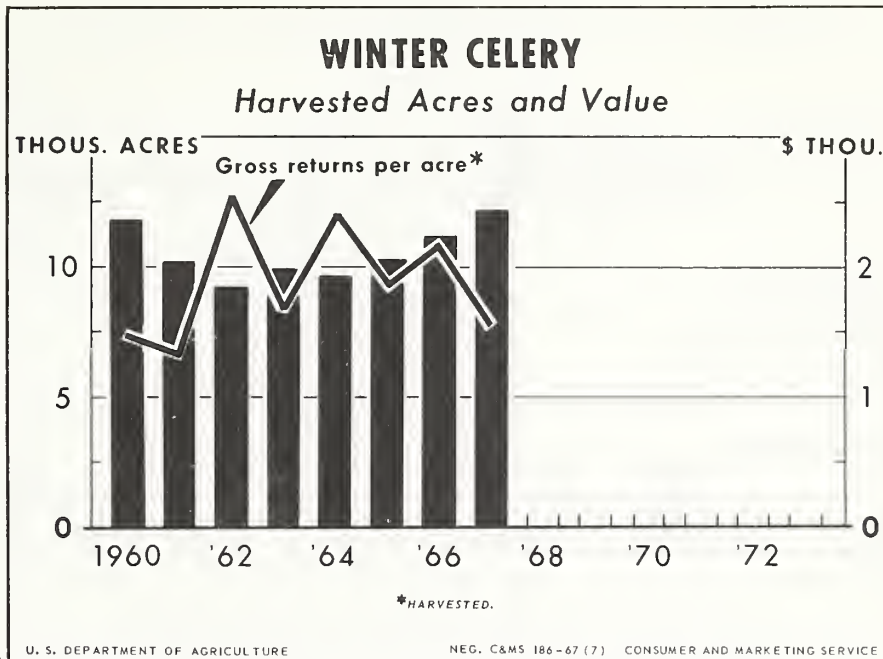


Figure 10

Celery supplies were excessive and prices were under pressure during the winter of 1966-67. Open winter weather in California and Florida helped to boost total winter celery production to the highest level since 1960. In several past years, weather-damage to the winter crop has interrupted the flow of celery shipments and prices moved up sharply.

Winter celery growers are recommended to reduce their 1968 plantings moderately. With average yields, the resulting crop will be ample for overall market requirements.

1968 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Sweet Corn

(Florida)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1968 Acreage Guide and probable production</u> (planted acreage 5 percent more than in 1967)						
	13,600		<u>1/</u> 60	653		
<u>Background statistics</u>						
1967 Prel.	13,000	11,100	70	777	7.50	5,828
1966	10,000	7,500	50	375	7.90	2,962
1961-65 Average	9,400	7,700	59	461	7.14	3,275

1/ 1965-67 average yield.

Comments

A sharp increase in Florida winter sweet corn plantings in 1967 combined with good growing weather resulted in one of the largest winter crops on record. Low temperatures in late February caused some concern but damage was confined to leaf burn on plants in the Ft. Myers area. In several past winters, freeze-damage in Florida has severely limited sweet corn output.

Harvest was active by early winter in the Everglades and Pompano areas. Picking of Ft. Myers and Dade County fields started in mid-winter. During the winter, volume shipped in successive weeks fluctuated widely. Shipments were light during the last half of December and February, and a sharp uptrend in supplies began early in March.

Prices were generally firm throughout the season and compared favorably with a year earlier when marketings were extremely light (see Fig. 11).

Assuming staggered planting and harvesting schedules in 1968, markets should satisfactorily absorb the production from a moderately larger acreage.

1968 Guide

The 1968 guide is a planted acreage 5 percent more than in 1967. Such an acreage, with normal abandonment and a 1965-67 average yield, will result in a production 14 percent less than in 1967.

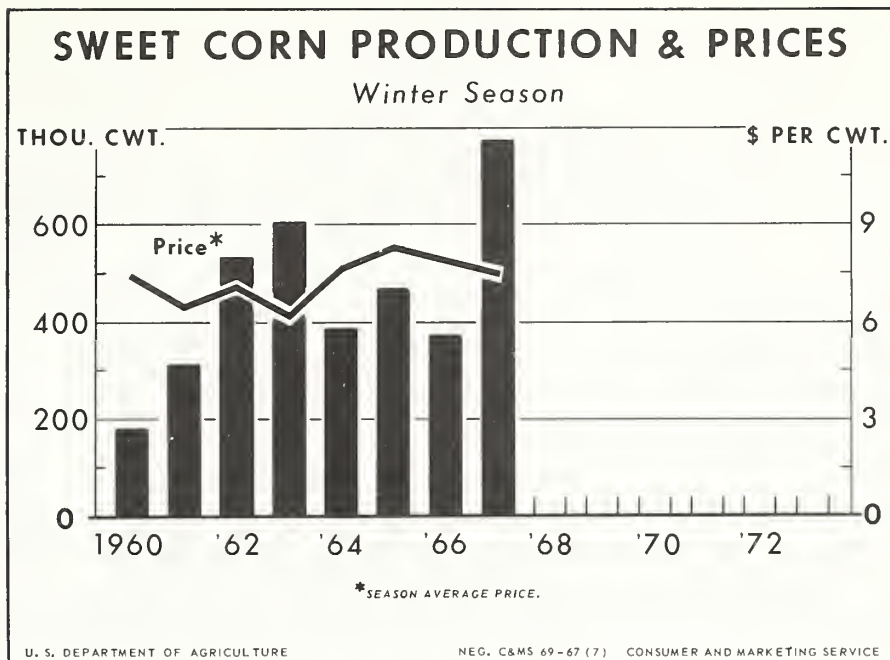


Figure 11

Florida winter sweet corn production in 1967 was the highest since 1957. And crop value was a State record. However, in most recent years, winter freezes have limited production and growers' returns have shown an erratic pattern.

The market potential for fresh winter sweet corn is favorable. Sweet corn market quality has been satisfactory. And sales also have been stimulated by the uptrend in consumer disposable income. In 1968, a moderate increase in acreage is recommended.

1968 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Escarole

(Florida)

Year	: Acreage :	Yield :	:	:
	:Planted:for harvest:	per acre	:Production:	Price :Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1968 Acreage Guide and
probable production
(planted acreage 5 percent
more than in 1967) 7,900

1/ 102 749

Background statistics

1967 Prel.	7,500	7,000	110	770	5.90	4,543
1966	8,600	8,100	100	810	4.80	3,888
1961-65 Average	7,300	6,640	109	2/ 718	5.44	3,656

1/ 1964-67 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded
in computing value: 76 in 1961, 46 in 1963, 53 in 1964 and 52 in 1965.

Comments

Florida escarole plantings were reduced in 1967. However, yield was high and production was down only moderately compared with the 1966 record output (see Fig. 12).

A light to moderate volume was available in the Zellwood, Sarasota and Everglades areas by early December. Cold weather in late December and again in January resulted in some leaf burn. As a result, outer leaves on some plants were stripped at harvest. By mid-winter the Everglades was the chief source of supply. However, other Florida areas contributed some supplies into late spring. Competitive supplies also moved from California producing areas.

Except for periods of heavy volume in February, winter shipment levels held well below those of a year earlier. The 1967 winter price was quite high, and crop value was a record.

With a normal yield, a moderate increase in acreage in 1968 will be required to provide adequate supplies.

1968 Guide

The 1968 guide is a planted acreage 5 percent more than in 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 3 percent smaller than in 1967.

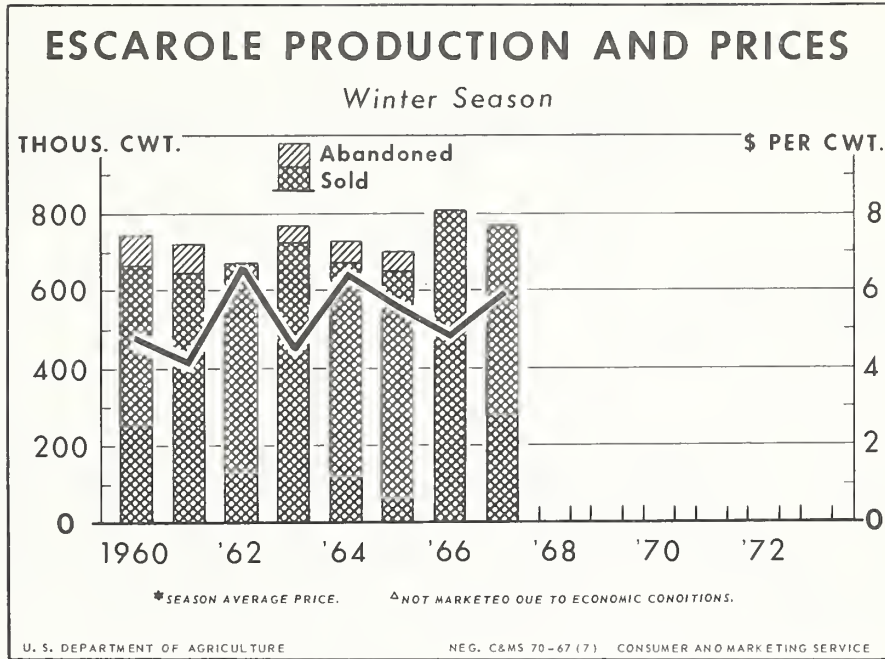


Figure 12

The market potential for escarole has expanded gradually in recent years. In 1967, growers successfully marketed an escarole crop which was moderately less than the record large 1966 production, but larger than any previous crop.

In addition to being smaller than year-earlier levels, winter shipments of escarole were well-timed. Consequently, market prices were generally above 1966. And, total crop value was the highest on record.

Market needs during the 1968 winter season, which are not expected to show much change, will require the production from a moderately larger acreage.

1968 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Lettuce

(Florida, Texas, Arizona and California)

Year	: Acreage	: Yield	:	:	:
	: Planted: For harvest:	per acre	: Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
probable production

(planted acreage 5 percent
less than in 1967) 74,300

1/ 172

12,396

Background statistics

1967 Prel.	78,200	75,800	172	13,052	3.62	47,248
1966	72,600	70,600	175	12,372	6.55	81,095
1961-65 Average	70,820	68,780	165	2/ 11,350	4.22	47,198

1/ 1964-67 average yield.

2/ Includes 1,365,000 hundredweight not marketed in 1961 and excluded in computing value.

Comments

A sharp increase in acreage in California plus replanting of rain-damaged fields resulted in harvest overlaps and severe bunching in lettuce shipments in the winter of 1967. Paradoxically, good weather during most of the growing season resulted in good stands of lettuce in the West and helped to hold production potential well above market needs.

Shipments from Texas peaked the last half of January, and those from California and Arizona, early in February. Prices were depressed throughout February (see Fig. 13) when total shipments exceeded 2,000 carlot equivalents for several successive weeks. Some lettuce was left in fields when prices were low.

Concurrent with the distress in lettuce markets, the total supply of celery last winter was heavy and prices for this item also were quite low.

Timing in harvest is a major factor affecting lettuce prices. But a moderate reduction in acreage and resulting production in 1968 also would help to stabilize markets.

1968 Guide

The 1968 guide is a planted acreage 5 percent less than in 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 5 percent less than in 1967.

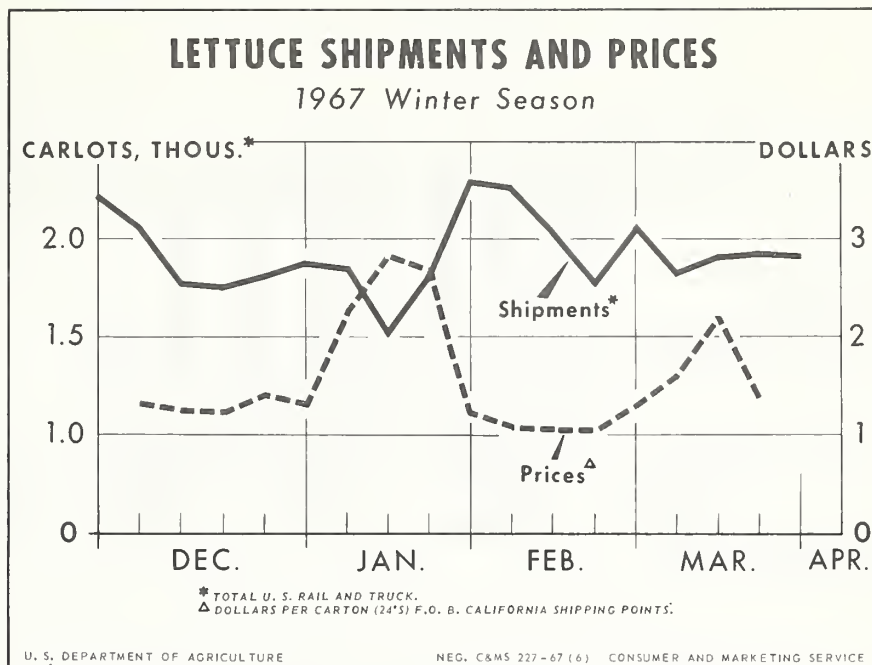


Figure 13

Winter lettuce production in 1967 was a record. Much of the increase was in California where 1967 output was a winter record. In that State the lettuce crop was increased for the fourth consecutive year.

Due to adverse weather, winter lettuce harvests in the West bunched, and market arrivals were extremely heavy during February. At that time, prices declined to low levels, but returns improved during March.

In 1968 growers should plan for a moderate cut-back in acreage to bring the crop in better balance with market outlets.

1968 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Tomatoes

(Florida)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1968 Acreage Guide and probable production</u>						
(planted acreage 5 percent more than in 1967)	16,590		1/ 181	2,913		
<u>Background statistics</u>						
1967 Prel.	15,800	15,300	185	2,830	9.00	25,470
1966	16,600	16,300	180	2,934	9.70	28,460
1961-65 Average	18,080	17,360	187	3,232	8.64	27,919
1/ 1964-67 average yield.						

Comments

Hurricane Inez caused heavy damage to tomatoes planted for winter harvest in the Dade County area. As a result, volume for early winter marketing was reduced and tomato prices were high in December 1966.

Florida tomato marketings increased moderately during January 1967, as did import volume from Mexico. Prices declined to low levels during January and early February. The late February freeze in Florida damaged the spring crop severely. However, winter crop acreages at Pompano and Immokalee, major sources for "vine-ripes", escaped damage as did Dade County fields, the major source of "mature-greens." With a reduced production potential indicated in the early spring season because of the freeze, prices for winter crop tomatoes held at generally high levels during most of February and March.

The winter tomato supply in Florida in 1967 was the smallest since 1960. However, a large import volume about offset the decline in the domestic supply (see Figure 15).

Assuming an active rate of harvest early in the 1968 winter season plus staggered harvest schedules thereafter, markets could absorb the tomato production from a moderately larger acreage.

1968 Guide

The 1968 guide is a planted acreage 5 percent more than in 1967. Such an acreage, with normal abandonment and a 1964-67 average yield, will result in a production 3 percent more than in 1967.

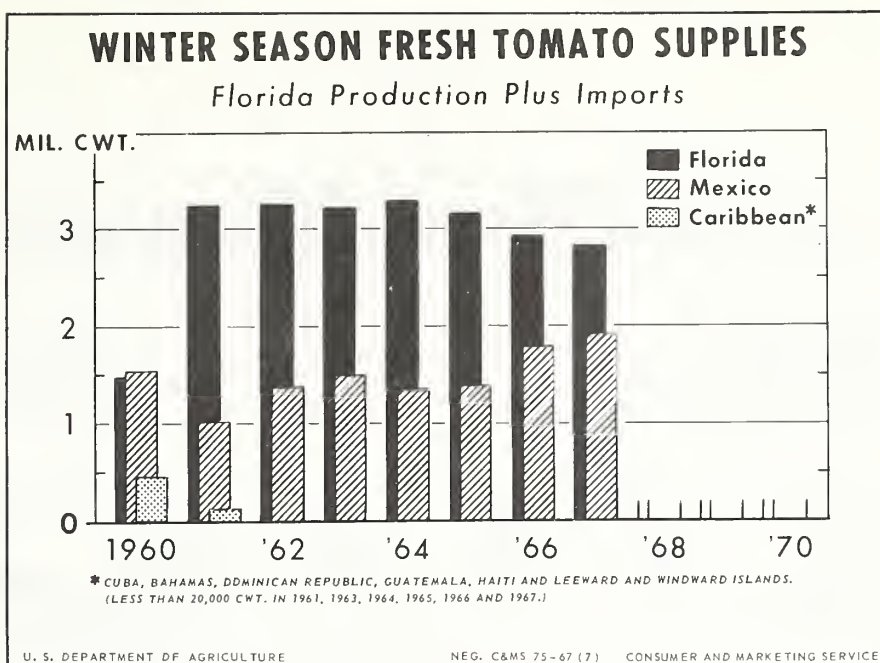


Figure 15

Due to reduced plantings, the 1967 winter tomato production in Florida was the smallest since 1960 when a destructive cold wave swept the Florida area. The smaller domestic supply last winter was offset by record imports from Mexico.

Tomato prices in the early winter were adversely affected by bunching in shipments. However, prices moved up during early February when market arrivals declined. Prices continued strong through the late winter following freeze-damage to the Florida early spring crop.

The overall market demand for fresh tomatoes is expected to continue strong. Growth in population is helping to increase sales, as is the uptrend in total disposable income of consumers.

1968 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Beets

(Texas)

Year	Acreage		Yield	:	:	:	:
	:Planted:	For harvest:					
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	Value
<u>1968 Acreage Guide and probable production</u>							
(planted acreage 5 percent less than in 1967)	1,800		1/ 90	162			
<u>Background statistics</u>							
1967 Prel.	1,900	1,800	80	144	4.60	662	
1966	1,800	1,800	85	153	4.20	643	
1961-65 Average	1,880	1,820	93	169	5.23	886	
1/ 1963-67 average yield.							

Comments

A low yield more than offset a moderate increase in winter acreage of Texas beets, and total production in 1967 was record small.

During the Texas harvest, substantial supplies of fresh beets were shipped from California and Florida. However, competing supplies in New Jersey were smaller than a year earlier. The winter inventory of canned beets was higher than in 1966-67. Nevertheless, the Texas crop sold at an improved price compared to the 1966 depressed level.

Fresh market beet requirements have changed little in recent years. Assuming a normal yield per acre, market needs in 1968 could be met with an acreage moderately less than in 1967.

1968 Guide

The 1968 guide is a planted acreage 5 percent less than in 1967. Such an acreage, with no abandonment and a 1963-67 average yield, will result in a production 12 percent more than in 1967.

1968 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Green Peppers

(Florida)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1968 Acreage Guide and
probable production

(planted acreage 5 percent
less than in 1967) 6,900

1/ 111 728

Background statistics

1967 Prel.	7,300	7,000	105	735	11.90	8,746
1966	7,300	7,000	85	<u>2</u> / 595	14.00	8,148
1961-65 Average	5,960	5,660	118	<u>2</u> / 663	10.38	6,614

1/ 1962-66 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 55 in 1961, 53 in 1965, and 13 in 1966.

Comments

Florida winter pepper acreage in 1967 was unchanged from the moderate level in 1966.

Weather was generally favorable, although low temperatures in late January kept yield per acre below full potential. Also, the crop in the Ft. Myers area was exposed to freezing temperatures in late February. Production was large, nearly a fourth more than in 1966.

Harvest of winter fields was underway in late December. Picking was active in January with total volume in good balance with market requirements. Prices improved moderately for reduced volume during the first half of February, but declined sharply for the heavy shipments later in the month and during March. Despite this low-price period, returns were well above the 1961-65 average.

Sufficient volume for all market needs in 1968 could be produced on an acreage smaller than in 1967, if average yield is obtained.

1968 Guide

The 1968 guide is a planted acreage 5 percent less than in 1967. Such an acreage, with normal abandonment and a 1962-66 average yield, will result in a production 1 percent less than in 1967.

1968 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Spinach

(Texas and California)

Year	: Acreage :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1968 Acreage Guide and probable production						
(planted acreage equal to 1967)	8,600		1/ 53	387		
Background statistics						
1967 Prel.	8,600	7,600	47	356	11.17	3,976
1966	9,600	8,100	47	379	10.41	3,944
1961-65 Average	9,890	8,390	53	446	8.39	3,734
1/ 1961-65 average yields by States.						

Comments

Total acreage of winter spinach in 1967 was one-tenth less than in 1966. California plantings were equal to 1966, but there was a decrease in Texas.

Unfavorable weather prevailed in both Texas and California. Losses resulting from the mid-December freeze in Texas were confined mostly to the Winter Garden area, although there was some damage in the Lower Valley. More importantly, yields in both States were materially below average because of low temperatures. The total production was 6 percent below 1966.

Shipments were well distributed through the marketing season. Harvest in the Winter Garden area began in late November with moderate volume in December. In January and February there was a comparatively steady flow of supplies from the Texas Lower Valley and the principal south coast areas of California. Holdings of frozen spinach were large during the winter.

In California, prices averaged a little lower than the high level in 1966. The Texas price was record high.

Supplies of canned and frozen spinach may be heavy next winter. And a winter acreage equal to that in 1967 would provide an adequate supply for fresh market outlets.

1968 Guide

The 1968 guide is a planted acreage equal to 1967. Such an acreage, with normal abandonment and 1961-65 average yields by States, will result in a production 9 percent more than in 1967.

1968 Acreage-Marketing Guides
Winter Potatoes

(California and Florida)

Year	: Acreage : :Planted:For harvest:	Yield : per acre	: :Production:	Price : (\$ per	Value (\$1,000
	(acres)	(cwt.)	(1,000 cwt.)	cwt.)	cwt.)

1968 Acreage Guide and
probable production
(planted acreage 5 percent
less than in 1967)

California	12,160	1/ 231	2,809
Florida	11,300	1/ 158	1,750
Total	23,460		4,559

Background statistics - total:

1967 Prel.	24,700	24,600	201	4,940	3.75	17,852
1966	25,900	25,500	199	5,084	2.45	14,209
1965	19,500	19,400	189	3,659	5.52	20,191

California

1967 Prel.	12,800	12,800	220	2,816	3.00	8,448
1966	14,600	14,600	240	3,504	2.31	8,094
1965	9,400	9,400	235	2,209	5.53	12,216

Florida

1967 Prel.	11,900	11,800	180	2,124	4.83	9,404
1966	11,300	10,900	145	1,580	3.87	6,115
1965	10,100	10,000	145	1,450	5.50	7,975

1/ 1964-67 average yield.

Comments

A smaller winter acreage of potatoes plus a low yield in California resulted in a 1967 winter potato production slightly less than the 1966 extremely large crop. Low temperatures affected vine development on early fields in Florida, and winter rains interfered with harvest in California.

Winter crop marketings followed the usual pattern in that California shipments moved in moderate volume to local markets from November into April. And Florida shipments were light through February and peaked in March.

Prices for 1967 winter sales were well above year-earlier levels when the market was weak. Smaller storage supplies in the West compared with a year earlier helped the California winter potato market. Concurrent with light movement from Florida in January and February, shipping point prices were quite high. Florida prices also were helped by the late February freeze which reduced production potential for the Florida early spring potatoes. In

addition, the freeze delayed the Florida spring harvest by several weeks which permitted a longer marketing period for winter potatoes.

The total 1967 fall crop acreage is large and the resulting storage supply from the fall harvest may be larger than last season. In the winter of 1967-68, competition from fresh market supplies of potatoes is expected to be stronger than in the past winter. Also, inventories of frozen potatoes are likely to be at least as large as a year earlier. Because of these larger competitive supplies, the guides recommend a reduction in 1968 winter potato plantings.

California

The California winter potato crop is concentrated in Kern, Madera, Riverside and Tulare counties. Total winter plantings in successive years have fluctuated widely. The total acreage in 1967 was substantially below 1966, and yield was low. Total production in 1967 was down sharply compared with the high level in 1966 (see Figure 16).

Harvest in the Perris-Hemet and Kern county areas was underway by early December. Digging continued through late March, with a few fields not harvested until late April. Prices for California supplies were high in December, but trended downward slightly during the winter. Crop value was well above average.

Florida

Florida winter production in 1967 was the highest in a decade (see Figure 17). Harvest of round red and white varieties in the Everglades was underway by December, digging of reds in the Ft. Myers area was underway by mid-January, and in Dade county, by late February. In late February, freezing temperatures and cold winds threatened the winter crop, but damage was light. However, the freeze resulted in a reduced supply of Florida early spring potatoes and a late start in Florida's spring harvest.

Winter crop shipments from Florida were light through February and three-fourths of the crop was marketed in March. Total shipments were moderately higher than a year earlier. Prices were strong through late March and then declined sharply by the first week in April. March price levels were helped by the expected delay in active movement from Florida spring areas.

1968 Guide

The 1968 guide is a planted acreage 5 percent less than in 1967. Such an acreage, with normal abandonment of 2 percent in Florida and a 1964-67 average yield by States, will result in a production 8 percent less than in 1967 (see Figure 18, back page).

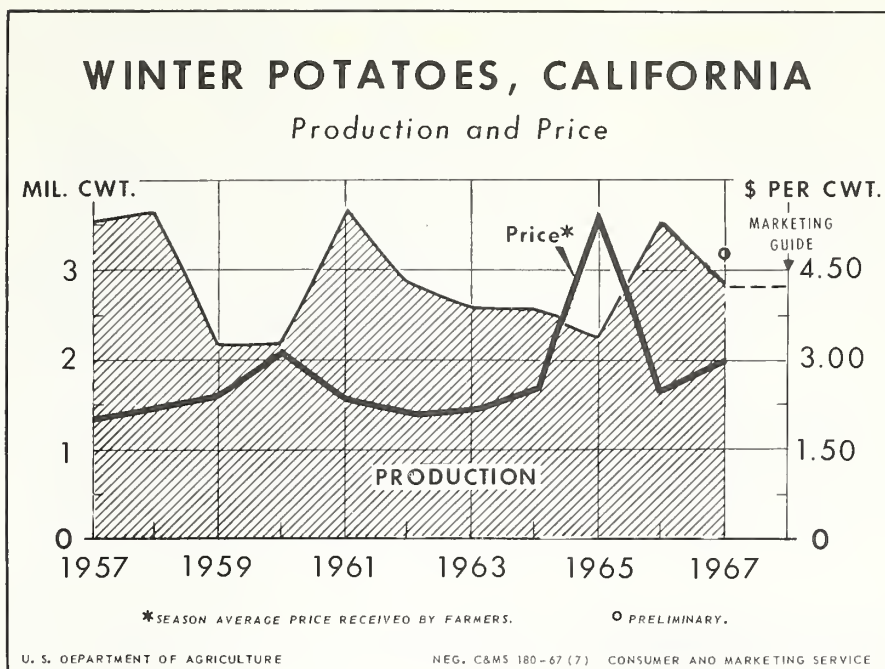


Figure 16

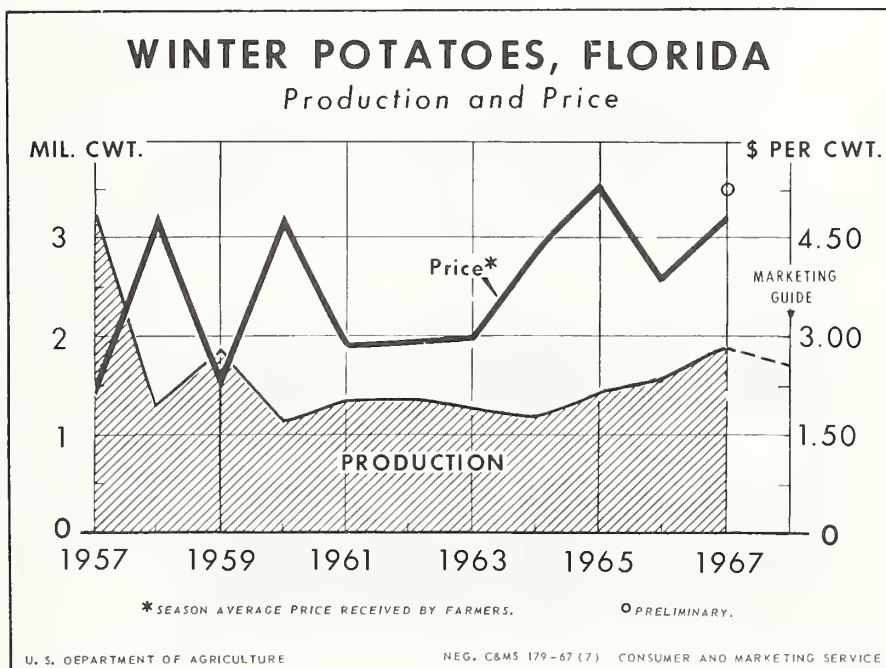


Figure 17

Official Business

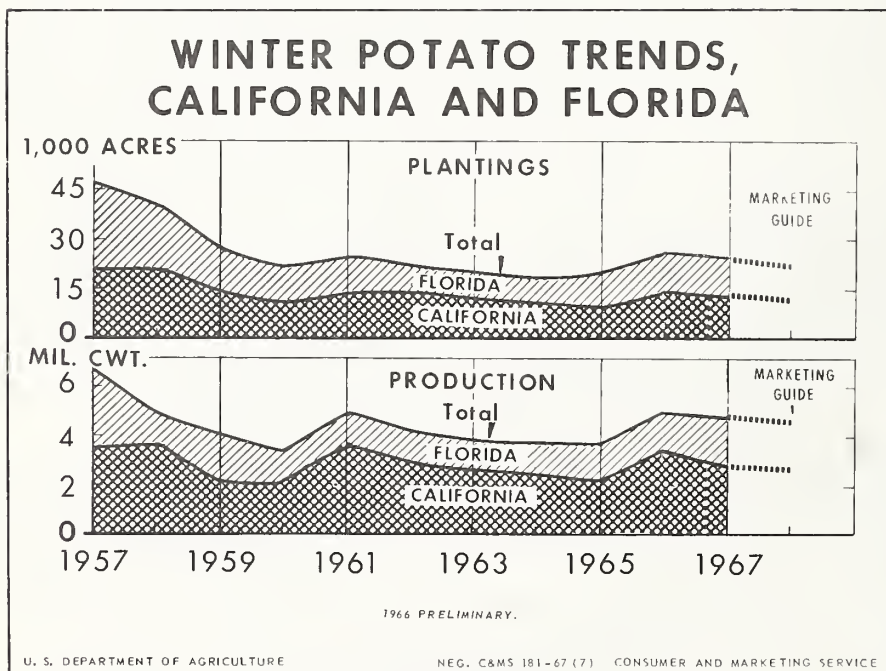


Figure 18